ABSTRACT OF THE DISCLOSURE

A method and mechanism for automating user input in an interactive television system. An interactive application is conveyed concurrently with a broadcast programming stream in an interactive television system to a receiver. The interactive application is configured to provide added content to a television viewer upon a request by the viewer. In order to request the display of the available added content, a viewer may provide an indication that the use of a script is desired. Subsequently, a script corresponding to the interactive application is utilized to provide input to the interactive application in lieu of the viewer actively providing the input necessary to display the added content. In addition, a viewer may configure the receiver to indicate default preferences for the use of scripts. The receiver may then utilize a standardized script to provide input to interactive applications having added content available for viewing. Further, a corresponding program, interactive application, added content, and script may be received and stored on a mass storage device. Subsequently, the stored material may be retrieved for display and execution.